



"Reduce – Reuse – Recycle"

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### *Making Every Day Earth Day*

47 years ago, the founder of Earth Day set out to establish a day that honors our life-sustaining and astonishing planet and teaches the importance of protecting it from harmful human impacts. Just as Mother's Day is a day to show appreciation to our moms, April 22<sup>nd</sup> is a day to take action and pay respect to Mother Earth.

The goal of Earth Day is to remind us of our planet's fragile and finite natural resources, and to engage each individual to take personal responsibility for safeguarding this remarkable place we call home. Not just on Earth Day, but each and every day.

While most of us do what we can to help the environment in this busy life, some corners of our community need a little pampering. During the month of April, throughout the Salinas Valley, organizers are hosting cleanup events that make it easy to take action and make a difference, right in your own community. Join your neighbors for one (or more) of the following events on April 22<sup>nd</sup>:

Salinas - Natividad Creek Park Community Litter Cleanup - 8 am - 12 pm

Gonzales - Central Park Community Litter Cleanup - 8 am - 12 pm (*Contact Maury Treleven for information 831-675-5000*)

King City Earth Day Community Cleanup – King City High School parking lot - 8 am - 12 pm

Earth Day cleanup events last just a few hours, but give people the opportunity to come together to have a good time, while doing great work. Kids can even earn community service credits!

If you can't make it on Saturday, make your own cleanup event. Salinas Valley Recycles offers assistance and supplies to help you organize your own event at a place that is important to you. If your neighborhood, school, park, ball field or community space needs some attention, don't wait for someone else to care or for the next Earth Day to come around. Contact coordinators at Salinas Valley Recycles at (831) 775-3017 or use the online contact form at [www.SalinasValleyRecycles.org](http://www.SalinasValleyRecycles.org) to get started.

You can also watch for community cleanup events coming to your town throughout the year, where residents can recycle and dispose of accumulated waste and bulky items. A list of events is available on the Events Calendar at [www.SalinasValleyRecycles.org](http://www.SalinasValleyRecycles.org)

Remember that regardless of how litter and pollutants enter our environment, it's all ours. That's why it's so important we do our part to regularly practice the 4Rs (Reduce, Reuse, Recycle & Rot), pick up litter and utilize community cleanup events. By helping to keep our communities clean and healthy, we raise the standard of respect for Mother Earth. Loving your mom isn't something you do just once a year, and loving your planet shouldn't be either. From all of us at Salinas Valley Recycles and this newspaper: Happy Earth Day – every day.

